



# SARAH DASILVA

ART DIRECTOR • GRAPHIC DESIGNER

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## WORK EXPERIENCE

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### Graphic Designer (Freelance)

ALLSTATE PROTECTION PLANS/SQUARETRADE

June 2022–Present

- Collaborated with in-house creative team to create digital and print marketing materials for partner brand clients (Home Depot, Staples, Sams Club, Walmart) and Allstate Protection Plans.
- Implemented Figma to design and update web page files, ensuring brand-aligned communication.
- Created logo for Allstate Protection Plan's 2022 Hackathon event and booth graphics for Staples brand launch at 2023 Toronto trade show.

### Lead Graphic & Web Designer

GO MONTESSORI

February 2012–Present

- Designed custom websites, graphics, print and digital marketing materials.
- Developed a comprehensive library of 12 website templates and 100+ client websites.
- Meticulously curated visual materials to complement text and aesthetically convey client business goals on websites and marketing materials.

### Art Director/Project Manager

SCADPRO SPONSORED COURSE: ALLSTATE PROTECTION PLANS

June 2021–August 2021

- Led team of 8 students in reimagining and evolving the Allstate Protection Plans Breakability Campaign through concept research and development.
- Spearheaded presentations and meetings with the Allstate Protection Plans marketing team.
- Directed design and copywriting team in development of visual concepts for the campaign.
- Crafted a compelling brand story for presentation to the Allstate Protection Plans marketing leadership utilizing digital images, video, and graphics.

### Associate Marketing Manager - Web

BUSCH GARDENS WILLIAMSBURG

January 2020–March 2020

- Managed the day-to-day maintenance of Busch Gardens Williamsburg and Water Country USA websites, utilizing digital images, video, and graphics for effective upkeep.
- Revitalized website content to optimize landing pages for maximum customer engagement.
- Created digital, website, and print graphics by leveraging marketing campaign components.
- Tailored visual materials to enhance the aesthetic appeal and textual impact of website and digital media communications.

## EDUCATION

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### Savannah College of Art & Design

B.F.A. Advertising & Branding  
(Art Direction)

March 2023

### Carroll Community College

A.A.S. Graphic DESIGN  
A.A.S. Web Design

June 2008

## SKILLS

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### SOFTWARE:

- Adobe Creative Suite
- Sitecore
- WordPress

### ARTISTIC/TECHNICAL:

- HTML5/CSS3
- Web design
- Logo design
- Graphic design
- Illustration
- Motion graphics
- Video editing

## AWARDS

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### 2023 SILVER ADDY

Consumer Campaign  
Direct Marketing

### 2023 BRONZE ADDY

Consumer Campaign  
Brand Film

### 2022 BRONZE ADDY

Consumer Campaign

### 2021 SCADDY SILVER

Copywriting